

Amendments to the claims (this listing replaces all prior versions):

1. (Currently Amended) A machine-based method comprising:
for a process in which a user generates a set of predictor attributes based on historical data about a customer relationship system being modeled,
enabling the user to ~~automatically generate~~ perform a first set of transformations of ~~on~~ the predictor attributes of the data,
based on impact of the first set of transformations on a predictive power of the predictor attributes, enabling the user to determine whether to apply a second set of transformations to the predictor attributes to alter the impact on the predictive power,
and automatically ranking ~~rank~~ performance of the predictor attributes as transformed by
at least one of the first set and second set of transformations, and
using results of the ranking of the performance of the transformed predictor attributes for marketing communications to be made to customers, the customers being subject to the customer relationship system being modeled.
2. (Currently Amended) A machine-based method comprising:
for a project in which a user generates a predictive model based on historical data about a customer relationship system being modeled,
automatically grouping customers into segments based on identified ~~identifying~~
distinguishing characteristics ~~of segments of the~~ customers in the customer relationship system,
determining a significance in a difference between arithmetic means of key predictor
variables associated with the respective segments,
enabling the user to revise the generation of the predictive model based on the determined
significance, and
delivering to the customers marketing communications based on using the distinguishing
characteristics the generated predictive model of segments of customers for marketing
~~communications to be made to customers, the customers being subject to the customer~~
~~relationship system being modeled.~~

3. (Currently Amended) The machine-based method of claim 2 in which the ~~automatically identifying~~ distinguishing characteristics of the customers are identified by ~~includes~~ ranking a set of predictor attributes with respect to their predictive power for a population of customers with respect to at least one target attribute.

4. (Currently Amended) The machine-based method of claim 2 also including providing to the user a graphical display of a potency of the predictor attributes in the grouping ~~identifying~~ of the segments of customers.

5. (Currently Amended) The machine-based method of claim 2 also including enabling the user to determine attributes associated with the data that are associated with propensities of the customers, including enabling the user to prepare the historical data, transform the attributes associated with the data, and determine optimal attributes for the marketing communications.

6. (Currently Amended) A machine-based method comprising:
for a project in which a user generates a final predictive model based on a series of predictive models, the final predictive model being associated with ~~based on historical data about~~ a customer relationship system ~~being modeled~~,

for the final predictive model, automatically grouping customers into segments based on
identified ~~identifying~~ distinguishing characteristics ~~of segments of the~~ customers in the customer relationship system,

generating predictor variables for each segment,

enabling the user to apply transformations to the predictor variables until significant
interactions among the generated predictor variables are taken into account, each transformed
predictor variable being associated with at least one of the series of predictive models,

generating the final predictive model based on at least some of predictive models of the
series that are associated with one or more of the transformed predictor variables, and

using the ~~distinguishing characteristics of segments of customers~~ final predictive model
for marketing communications to be made to customers who are subject to the customer relationship system being modeled.

7. (Currently Amended) The machine-based method of claim 6 in which the ~~automatically identifying~~ distinguishing characteristics of the customers are identified by ~~includes~~ ranking a set of predictor attributes with respect to at least one target attribute.

8. (Currently Amended) The machine-based method of claim 6 in which the user is provided a graphical display of a potency of the predictor attributes in the identifying of the segments of customers.

9. (Currently Amended) The machine-based method of claim 6 in which the user is enabled to determine attributes associated with the data that are associated with propensities of the customers, including enabling the user to prepare the historical data, transform the attributes associated with the data, and determine optimal attributes for the marketing communications.

10. (Currently Amended) The machine-based method of claim 1 also including activating a display profile key to display the results of the ranking of the performance of the transformed predictor attributes.

11. (Currently Amended) The machine-based method of claim 1 in which the ranking of the performance of the transformed predictor attributes comprises disregarding sets-aside interactions among the attributes.

12. (Currently Amended) The machine-based method of claim 1 in which the ranking is done using univariate regression analysis.

13. (Currently Amended) The machine-based method of claim 1 in which the marketing communications are presented on portable media.

14. (Currently Amended) The machine-based method of claim 1 in which the resulting marketing communications are presented through an internet protocol network.

15. (Currently Amended) The machine-based method of claim 2 in which the marketing communications are presented on portable media.

16. (Currently Amended) The machine-based method of claim 2 in which the resulting marketing communications are presented through an internet protocol network.

17. (Currently Amended) The machine-based method of claim 6 in which the marketing communications are presented on portable media.

18. (Currently Amended) The machine-based method of claim 6 in which the resulting marketing communications are presented through an internet protocol network.